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EXAMINER
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TRAN, QUOC A

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ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

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### DETAILED ACTION

This is **Final** Rejection in response to the Amendment and Remarks filed on 003/07/2008.

Claims 35-54 are pending. Claims 1-34 were previously cancelled; claim 48 is currently amended. Claims 35, 42 and 49 are independent claims, filing date **12/03/2003** (HP).

Based on the amendment to claim 48, the objection previously set forth is withdrawn.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

***(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.***

Claims 35-54 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kloosterman et al. US 20040066527A1 – filed 10/02/2002 [hereinafter “Kloosterman”], in view of Kueny US007020837B1 filed 11/29/2001 [hereinafter “Kueny”].

**Regarding independent claim 35, Kloosterman teaches:**

***A processor-readable medium comprising processor- executable instructions for generating a PPML (personalized print markup language) document, the processor-executable instructions comprising instructions for: marking a first PDF document to create a PPML template, wherein portions of the first PDF document are marked to become variables in the PPML template and other portions of the first PDF document are marked to become a background in the PPML template;***

(See Kloosterman at Page 4 Para 32-35, discloses the raster image processor (RIP) where the Job Doc Page Mark (PDF Objects) on every page in the VDP (Variable Data Print), the VDP is a portion of PPML/VDX, and the VDP composes a template consisting of static images, graphics and text as well as variable images, graphics and text (i.e. a print job could have a graphical box designated to contain a picture of an automobile for an advertisement to every person listed within a recipient database, the decision for the variable data that will be used for the automobile, where the marked file is .PDF.)

***populating the PPML template with content and data, wherein the content and data are put into locations within the PPML template associated with the portions of the first PDF document marked to become variable, thereby creating the PPML document;***

(See Kloosterman at Page 1 Para 8, discloses a page definition mark up language, called Personalized Print Markup Language (PPML) (i.e. PPML template).

Also, see Kloosterman at Pages 1-2 Para 10, discloses VDX is use to create the composite definition of PPML/VDX (i.e. PPML template).

Also, see Kloosterman at Page 4 Para 32-35, discloses the raster image processor (RIP) where the Job Doc Page Mark (PDF Objects) on every page in the VDP (Variable Data Print), the VDP is a portion of PPML/VDX, and the VDP composes a template consisting of static images, graphics and text as well as variable images, graphics and text (i.e. a print job could have a graphical box designated to contain a picture of an automobile for an advertisement to every person listed within a recipient database, the decision for the variable data that will be used for the automobile, where the marked file is .PDF.)

***and printing the second PDF document.***

(See Kloosterman at Page 10 Para 106, discloses Printing Device by Print Job and Update Finish Verification File 410, the PPML/VDX file and the associated Job Ticket/Finish Verification file will be used by the printing device to impose and print the job. The entire job is printed as described by the PPML for the page layout, the PDF objects for page content.)

Kloosterman does not expressly teach, but Kueny teaches:

***A processor-readable medium comprising processor- executable instructions for translating the PPML document into a PDF (portable document format) document.***

(See Kueny, Col. 1, Lines 45-50, discloses RIP Processor, and PDF.

Also, see Kueny Col. 2, Lines 40-65, teaching a technique for creating a compressed form of Adobe PDF from PPML (i.e. *the compositing language using hereinafter is PPML*).

***parsing structures within the PPML document; generating a PDF document tree; populating the PDF document tree with objects identified when parsing the PPML document;***

(See Kueny, Col. 2, Lines 40-65, teaching a technique for creating a compressed form of Adobe PDF from PPML (i.e. *the compositing language using hereinafter is PPML*), where the composite page description (i.e. PPML document) can be parsed efficiently into a single, random access data structure representing the entire assembly process.

Also, see Kueny, Col. 3, Lines 25-30, discloses each input static PDF file is opened and the PDF pages within the files are located, using the root and tree-structure.)

***configuring a second PDF document according to the PDF document tree;***

(See Kueny, Col. 3 Line 5 → Col. 4, Line 25, teaching each input static PDF file is opened and the PDF pages within the files are located, using the root and tree-structure, and each static page to be composite (PPML) into an new output page (i.e. second PDF).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Kloosterman's finishing verification printing method to include a means of translating the PPML document into a PDF (portable document format)

document, parsing structures within the PPML document; generating a PDF document tree; populating the PDF document tree with objects identified when parsing the PPML document; configuring a second PDF document according to the PDF document tree of Kueny, because the PPML/VDX of Kloosterman with the a technique for creating a compressed form of Adobe PDF from PPML (i.e. *the compositing language using hereinafter is PPML*) of Kueny, produces a predictable result of utilizing the well known in the art include ASCII text, PDF-Express script, PPML languages where each resulting composite page (PPML document) is described separately. Within the description of each composite page, every placement of a PDF page from a static PDF (See Kueny col. 2, Lines 55-65.)

**Regarding independent claim 42**, the rejection of claim 35 is fully incorporated.

In addition, Kloosterman teaches:

***providing tools to allow a user to mark a first PDF document to create a PPML template, including tools to mark portions of the first PDF document to become variables in the PPML template and tools to mark other portions of the first PDF document to become a background in the PPML template;***

(See Kloosterman at Page 4 Para 32-35, discloses the raster image processor (RIP) where the Job Doc Page Mark (PDF Objects) on every page in the VDP (Variable Data Print), the VDP is a portion of PPML/VDX, and the VDP composes a template consisting of static images, graphics and text as well as variable images, graphics and

text (i.e. a print job could have a graphical box designated to contain a picture of an automobile for an advertisement to every person listed within a recipient database, the decision for the variable data that will be used for the automobile, where the marked file is .PDF.)

Also, See Kloosterman at Page 1 Para 8 discloses a page definition mark up language, called Personalized Print Markup Language (PPML) (i.e. PPML template).

Also, see Kloosterman at Pages 1-2 Para 10, discloses VDX is use to create the composite definition of PPML/VDX (i.e. PPML template).

***merge the PPML template with content and data, wherein the content and data are put into locations within the PPML template associated with the portions of the first PDF document marked to become variable, thereby creating the PPML document;***

(See Kloosterman at Page 4 Para 32-35, discloses the raster image processor (RIP) where the Job Doc Page Mark (PDF Objects) on every page in the VDP (Variable Data Print), the VDP is a portion of PPML/VDX, and the VDP composes a template consisting of static images, graphics and text as well as variable images, graphics and text (i.e. a print job could have a graphical box designated to contain a picture of an automobile for an advertisement to every person listed within a recipient database, the decision for the variable data that will be used for the automobile, where the marked file is .PDF.

Also, see Kloosterman at Page 4 Para 37, discloses the merge process.)



**Regarding independent claim 49,**

is directed a processor readable medium comprising processor executable instruction to perform the method of claim 42 which cites above, and is similarly rejected under the same rationale.

**Regarding claim 36, Kloosterman teaches:**

***resolving tags found when parsing the PPML document referring to external objects by un-marshalling the external objects and inserting them within the PDF document tree.***

(See Kloosterman at Page 4 Para 32-35, discloses the raster image processor (RIP) where the Job Doc Page Mark (PDF Objects) on every page in the VDP (Variable Data Print), the VDP is a portion of PPML/VDX, and the VDP composes a template consisting of static images, graphics and text as well as variable images, graphics and text (i.e. a print job could have a graphical box designated to contain a picture of an automobile for an advertisement to every person listed within a recipient database, the decision for the variable data that will be used for the automobile, where the marked file is .PDF.

Also, See Kloosterman Para 94, teaching Prepress 20 allows for a valid hierarchy of PPML/VDX tags and attributes to be entered as a variant.)

**Regarding claim 37**, Kloosterman does not expressly teach, but Kueny teaches:

***interpreting the parsed structures from the PPML document for attachment to locations on the PDF document tree.***

(See Kueny, Col. 2, Lines 40-65, teaching a technique for creating a compressed form of Adobe PDF from PPML (i.e. *the compositing language using hereinafter is PPML*), where the composite page description (i.e. PPML document) can be parsed efficiently into a single, random access data structure representing the entire assembly process.

Also, see Kueny, Col. 3, Lines 25-30, discloses each input static PDF file is opened and the PDF pages within the files are located, using the root and tree-structure.)

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Kloosterman's finishing verification printing method to include a means of interpreting the parsed structures from the PPML document for attachment to locations on the PDF document tree of Kueny, produces a predictable result of utilizing the well known in the art include ASCII text, PDF-Express script, PPML languages where each resulting composite page (PPML document) is described separately. Within the description of each composite page, every placement of a PDF page from a static PDF (See Kueny col. 2, Lines 55-65.)

**Regarding claim 38**, Kloosterman teaches:

***parsing both background and variable structures within the PPML document.***

(See Kloosterman at Page 2 Para 14, discloses PPML/VDX instance is created by a data driven merge process referred to as a variable data merge engine. The merge engine typically executes within an authoring environment for variable data.)

**Regarding claim 39**, Kloosterman teaches:

***assigning rules to govern operation of variables within the PPML template.***

(See Kloosterman at Page 4 Para 32, discloses PPML/VDX templates rules.)

**Regarding claim 40**, Kloosterman teaches:

***wherein the rules are configured as macros.***

(See Kloosterman at Page 4 Para 32 and 38, discloses PPML/VDX templates rules, where author using the rules for the inclusion of variable objects (i.e. rules are configured as macros.))

**Regarding claim 41**, Kloosterman teaches:

***marking text regions for substitution of alternate text; and marking image regions for substitution of alternate images.***

(See Kloosterman at Page 4 Para 32-35, discloses the PPML/VDX, and the VDP composes a template consisting of static images, graphics and text as well as variable images, graphics and text (i.e. a print job could have a graphical box designated to contain a picture of an automobile for an advertisement to every person listed within a recipient database, the decision for the variable data that will be used for the automobile, where the marked file is .PDF.

Also, See Kloosterman Para 94, teaching Prepress 20 allows for a valid hierarchy of PPML/VDX tags and attributes to be entered as a variant.)

**Regarding claims 43-48** respectively,

the rejections of claims 36-41 respectively are fully incorporated, and are similarly rejected under the same rationale.

**Regarding claims 50-53** respectively,

the rejections of claims 36, 38, and 40-41 respectively are fully incorporated, and are similarly rejected under the same rationale.

**Regarding claim 54,**

the rejections of claims 38 and 40 are fully incorporated, and are similarly rejected under the same rationale.

It is noted that any citations to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the references should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. See, MPEP 2123.

***Response to Arguments***

Brief description of cited prior arts:

**Kloosterman et al**, discloses the Variable Data Exchange VDX is a standard, as a production tool for variable data in the form of a VDX instance combined with PPML, wherein PPML/VDX requires that the PPML layout data of a VDX, randomly accessible PDF object stream that is stored within a PDF file. The PPML data may also contain all, of the PDF page object definitions required by the VDX instance that results in a PPML layout data object (See Para 10). Also see Para 32, Kloosterman discloses the graphical artist creates a template consisting of static images, graphics and text as well

as variable images, wherein graphics and text in VDP composition (VDP is family of PPML/VDX). Also Kloosterman further discloses the selection of a Static Imposition template for a VDP Family involves consideration of the mapping of the logically specified media and finishing specifications in the PPML/VDX to the physical capabilities of the device. PPML/VDX pages may have a logical media name (such as "Heavy Letter", "Insert1", or "Dave's Favorite Paper Type") which the prepress operator assigns to a specific paper defined in the device's Media Catalog (such as "Hammermill #06200-8") based on communication between himself and the PPML/VDX job producer (i.e. PPML/VDX template), See Kloosterman at Para 127.

**Kueny** discloses a technique for creating a compressed form of Adobe PDF from PPML (i.e. *the compositing language using hereinafter is PPML*); where the composite page description (i.e. PPML document) can be parsed efficiently into a single, random access data structure representing the entire assembly process, each input static PDF file is opened and the PDF pages within the files are located, using the root and tree-structure, and each static page to be composite (PPML) into an new output page (i.e. second PDF) See Kueny at Col. 2, Lines 40-65 and Col. 3, Line 5 through Col. 4, Line 25.)

Responses to remarks:

The Arguments filed on 09/24/2007 has been fully considered but they are not persuasive. Beginning on page 17 of the Remarks (hereinafter the remarks), Applicant argues the following issues, which are accordingly addressed below.

Rejection of Claims 35-54 under 35 U.S.C. § 103(a):

Applicant respectfully submits that Kloosterman fails to teach or suggest, *"PPML/VDX document is created by marking a PDF document to create the PPML template."* because Kloosterman teaching of using PDFs as variable values, but does not teach or suggest marking a PDF document to create a PPML template, See remarks Pages 9-12.

For purposes of responding to Applicant's remarks, the examiner will assume that Applicant is arguing for the patentability of Claim 35.

The examiner disagrees.

As discuss in the above Office Action, and for further clarification, it is noted **Kloosterman**, discloses the Variable Data Exchange VDX is a standard, as a production tool for variable data in the form of a VDX instance combined with PPML, wherein PPML/VDX requires that the PPML layout data of a VDX, randomly accessible PDF object stream that is stored within a PDF file. Depending upon the conformance level, the PDF file embedding the PPML data may also contain all, of the PDF page

object definitions required by the VDX instance that results in a PPML layout data object (See Para 10). Also see Para 32, Kloosterman discloses the graphical artist creates a template consisting of static images, graphics and text as well as variable images, wherein graphics and text in VDP composition. Also Kloosterman further discloses the selection of a Static Imposition template for a VDP Family involves consideration of the mapping of the logically specified media and finishing specifications in the PPML/VDX to the physical capabilities of the device. PPML/VDX pages may have a logical media name (such as "Heavy Letter", "Insert1", or "Dave's Favorite Paper Type") which the prepress operator assigns to a specific paper defined in the device's Media Catalog (such as "Hammermill #06200-8") based on communication between himself and the PPML/VDX job producer (i.e. PPML/VDX template), See Kloosterman at Para 127. Also see Kloosterman at Para 11-12, discloses the PDF page object definitions required by the VDX instance that results in a PPML layout data object, wherein PDF files used to define PPML/VDX compound elements must contain all the supporting resources such as fonts, image data, and color profiles. PDF files used to define PPML/VDX compound elements must also define all color content in a known reference device or device independent color-space (background as PDF). The above interpretation is supported by the applicant disclosure, which is stated, " *a PPML template is formed to include the variable objects and to include the PDF document as a background.*" See applicant's specification at Page 20, Lines 10-15.

Thus, Kloosterman clearly discloses PPML/VDX document is created by marking a PDF document to create the PPML template.



Accordingly, for at least all the above evidence, therefore the Examiner respectfully maintains the rejection of claims 35-54 at least at this time (for the argument of claims 36-54 see the remarks Bottom of Page 12 through Top of Page 13).

### ***Conclusion***

Accordingly **THIS ACTION IS MADE FINAL** See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Quoc A. Tran whose telephone number is 571-272-8664. The examiner can normally be reached on Mon through Fri 8AM - 5PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on (571)272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2176

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